

ORDER



Orders
Order / Rev: 704604
Alt Order #:
Product Desc:
Estimate:
Flight Dates: 08/07/12 - 08/13/12
Original Date / Rev: 09/21/12 / 09/21/12
Order Type: Political

WKYC

Primary AE: Denel Kizler
Sales Office: WKYC
Sales Region: LOC

Agency
Name: Strategic Media Placement/ POL
Buying Contact: Nicholas Everhart
Billing Contact:
 7669 Stagers Loop
 Delaware, OH 43015

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Mandel, J/ US Senate
Demographic: A25-54
Product Codes: PL-US Senate
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/13/12	33	\$69,475.00	\$59,053.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	33	\$69,475.00	\$59,053.75	0.00
Totals	33	\$69,475.00	\$59,053.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Denel Kizler			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	08/07/12	08/13/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	- TWTF - -	:30	4	\$850.00	P-2	0.00	NM	4	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	- TWTF - -		4				\$850.00		0.00			
		Week: 08/13/12	08/19/12	- - - - -		0				\$0.00		0.00			
2	WKYC	08/07/12	08/13/12	M-F 7-9a Today Today Show	CM	7a-9a	- TWTF - -	:30	4	\$850.00	P-2	0.00	NM	4	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	- TWTF - -		4				\$850.00		0.00			
		Week: 08/13/12	08/19/12	- - - - -		0				\$850.00		0.00			
3	WKYC	08/07/12	08/13/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	- - - - - S -	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	- - - - - S -		1				\$850.00		0.00			
		Week: 08/13/12	08/19/12	- - - - -		0				\$850.00		0.00			
4	WKYC	08/07/12	08/13/12	Olympics Weekday DT Olympics Weekday DT	CM	Olympics Weekday	- TWTF - -	:30	4	\$1,000.00	P-2	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	- TWTF - -		4				\$1,000.00		0.00			

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Advertiser: Mandel, J/ US Senate
 Product Desc:
 Estimate:

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
4	WKYC	08/07/12	08/13/12	Olympics Weekday DT Olympics Weekday DT	CM	Olympics Weekday- TWTF--		:30	4	\$1,000.00	P-2	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	- TWTF--		4				\$1,000.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	2	NKYC	08/06/12-08/12/12	Olympics Weekday DT		Olympics Weekda	- TWThF----	:30		(\$1,000.00)		0.00	NM		
			See MG 4.5,4.6 [log change - jh]												
	5	NKYC	08/11/12-08/11/12	Sat 7-730P		7-730p	-----Sa--	:30		\$500.00		0.00	NM		
			Ⓜ MG for 4.2 08/07												
	6	NKYC	08/11/12-08/11/12	Sat 7-730P		7-730p	-----Sa--	:30		\$500.00		0.00	NM		
			Ⓜ MG for 4.2 08/07												
		Week: 08/13/12	08/19/12	-----		0				\$0.00		0.00			
5	WKYC	08/07/12	08/13/12	M-F 5-6p News (Olympics) M-F 5-6p News (Olympics)	CM	5-6p	-T-TF--	:30	3	\$1,000.00	P-2	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-T-TF--		3				\$1,000.00		0.00			
		Week: 08/13/12	08/19/12	-----		0				\$1,000.00		0.00			
6	WKYC	08/07/12	08/13/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	-TWT---	:30	3	\$2,500.00	P-2	0.00	NM	3	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-TWT---		3				\$2,500.00		0.00			
		Week: 08/13/12	08/19/12	-----		0				\$2,500.00		0.00			
7	WKYC	08/07/12	08/13/12	Olympic Late News Olympic Late News	CM	12x-12:35x	-T-TF--	:30	3	\$2,800.00	P-2	0.00	NM	3	\$8,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-T-TF--		3				\$2,800.00		0.00			
		Week: 08/13/12	08/19/12	-----		0				\$2,800.00		0.00			
8	WKYC	08/07/12	08/13/12	Olympics Weekend DT Olympics Weekend DT	CM	Olympics Weekend	-----SS	:30	2	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----SS		2				\$2,000.00		0.00			
		Week: 08/13/12	08/19/12	-----		0				\$0.00		0.00			
9	WKYC	08/07/12	08/13/12	Olympics Prime Olympic Primetime	CM	Olympic Primetime	---T---	:30	1	\$12,000.00	P-2	0.00	NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	---T---		1				\$12,000.00		0.00			
		Week: 08/13/12	08/19/12	-----		0				\$12,000.00		0.00			
10	WKYC	08/07/12	08/13/12	Olympics Closing Ceremonies Olympics Closing Ceremonies	CM	Olympics Closing	-----S	:30	1	\$15,000.00	P-2	0.00	NM	1	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----S		1				\$15,000.00		0.00			
		Week: 08/13/12	08/19/12	-----		0				\$0.00		0.00			
11	WKYC	08/07/12	08/13/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M-----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----		0				\$850.00		0.00			
		Week: 08/13/12	08/19/12	M-----		1				\$850.00		0.00			
12	WKYC	08/07/12	08/13/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----		0				\$850.00		0.00			
		Week: 08/13/12	08/19/12	M-----		1				\$850.00		0.00			
13	WKYC	08/07/12	08/13/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	M-----	:30	1	\$425.00	P-2	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----		0				\$0.00		0.00			
		Week: 08/13/12	08/19/12	M-----		1				\$425.00		0.00			
14	WKYC	08/07/12	08/13/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	M-----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00

WKYC

[illegible]